

### CLAIMS

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

- 1    1.    A method for providing information regarding a product, comprising:  
2            determining an address for a location where information regarding a product is  
3    available;  
4            providing data indicative of said address to an entity that can provide said  
5    product;  
6            receiving information regarding a recipient of said product; and  
7            updating said information regarding said product based, at least in part, on said  
8    information regarding a recipient.
- 1    2.    The method of claim 1, wherein said determining an address for a location where  
2    information regarding a product is available includes at least one of the following:  
3            associating a URL with said location;  
4            determining a link to said information;  
5            associating a telephone number with said location;  
6            determining a World Wide Web site at which the information can be found;  
7            determining a database at which the information can be found;  
8            receiving data indicative of said address and said location; and  
9            selecting said address from among a plurality of available addresses.
- 1    3.    The method of claim 1, wherein said providing data indicative of said address to  
2    an entity that can provide said product includes at least one of the following:  
3            sending an electronic communication including said data to said entity; and  
4            allowing said entity to retrieve said data.

1 4. The method of claim 1, wherein said receiving information regarding a recipient  
2 of said product includes at least one of the following:

3 receiving an electronic communication from said recipient, said electronic  
4 communication including at least a portion of said information regarding a recipient of  
5 said product;

6 receiving an electronic communication from a service provider associated with  
7 said recipient, said electronic communication including at least a portion of said  
8 information regarding a recipient of said product;

9 receiving an electronic communication from said entity, said electronic  
10 communication including at least a portion of said information regarding a recipient of  
11 said product;

12 receiving an electronic communication from a provider of said product, said  
13 electronic communication including at least a portion of said information regarding a  
14 recipient of said product; and

15 receiving an electronic communication, said electronic communication including  
16 data indicative of a location of said information regarding a recipient of said product.

1 5. The method of claim 1, wherein said updating said information regarding said  
2 product based, at least in part, on said information regarding a recipient includes at least  
3 one of the following:

4 receiving information regarding use of said product from said recipient and  
5 updating said information regarding said product accordingly;

6 updating said information regarding said product based, at least in part, on at least  
7 one demographic characteristic of said recipient; and

8 updating said information regarding said product based, at least in part, on a  
9 medical condition of said recipient.

1 6. The method of claim 1, wherein each of a plurality of recipients of said product  
2 can receive a unique address to a location where information regarding said product is  
3 available.

1 7. The method of claim 1, wherein said entity can include said address on packaging  
2 associated with said product.

1 8. The method of claim 1, wherein said product is available via prescription.

1 9. The method of claim 1, wherein said product is a drug.

1 10. The method of claim 1, wherein said location includes at least one of the  
2 following:

3 a call center;  
4 a Web page; and  
5 a database.

1 11. The method of claim 1, wherein said address includes at least one of the  
2 following:

3 a telephone number; and  
4 a URL.

1 12. The method of claim 1, wherein said information includes at least one of the  
2 following:

3 a picture of said product;  
4 product history information;  
5 information regarding use of said product; and  
6 information regarding potential affects of said recipient's use of said product.

1 13. The method of claim 1, wherein said product is a drug and said information  
2 includes at least one of the following:  
3 a picture of said product;  
4 information regarding use of said product;  
5 information regarding potential side effects of said product;  
6 information regarding dosage amounts of said product;  
7 product history information;  
8 information regarding interaction of said product with another drug; and  
9 information regarding said recipient's history of use of said drug.

1 14. The method of claim 1, further comprising at least one of the following:  
2 receiving information regarding said recipient from a service provider associated  
3 with said recipient;  
4 receiving information from a party regarding said product; and  
5 receiving information regarding use of said product from said recipient.

1 15. The method of claim 1, further comprising:  
2 establishing said location.

1 16. A method for providing information regarding a product, comprising:  
2 determining an address for a location, wherein information regarding a product  
3 available via a prescription can be found at said location without additional routing;  
4 receiving a prescription to provide said product to a recipient;  
5 creating packaging for said product that includes said address; and  
6 providing said product with said packaging.

1 17. The method claim 16, wherein said determining an address for a location, wherein  
2 information regarding a product available via a prescription can be found at said location  
3 without additional routing includes at least one of the following:

4 receiving said address from a provider of said product;  
5 associating a URL with said location;  
6 associating a telephone number with said location;  
7 receiving data indicative of said address and said location; and  
8 selecting said address from among a plurality of available addresses.

1 18. The method claim 16, wherein said receiving a prescription to provide said  
2 product to a recipient includes at least one of the following:

3 receiving said prescription in print format;  
4 receiving said prescription in electronic format;  
5 receiving data indicative of said prescription;  
6 receiving said prescription from said recipient; and  
7 receiving said prescription from a party on behalf of said recipient.

1 19. The method claim 16, wherein said creating packaging for said product that  
2 includes said address includes at least one of the following:

3 providing a label on a container of said product, said label including said address;  
4 and  
5 providing said address on a container of said product.

1 20. The method claim 16, wherein said providing said product with said packaging  
2 includes at least one of the following:

3 selling said product in said packaging;  
4 distributing said product in said packaging; and  
5 providing said product and said packaging to said recipient.

1 21. The method of claim 16, further comprising:  
2 establishing said location.

- 1 22. A method for providing information regarding a product, comprising:  
2 determining an address for a location, wherein information regarding a product  
3 can be found at said location without additional routing; and  
4 providing data indicative of said address to an entity that can provide said  
5 product.
- 1 23. The method claim 22, further comprising at least one of the following:  
2 receiving information regarding said recipient from a service provider associated  
3 with said recipient;  
4 receiving information from a party regarding said product; and  
5 receiving information regarding use of said product from said recipient.
- 1 24. The method claim 22, wherein said product is available by prescription.
- 1 25. The method claim 22, further comprising:  
2 receiving information regarding a recipient of said product; and
- 1 26. The method claim 25, further comprising:  
2 updating said information regarding said product based, at least in part, on said  
3 recipient.
- 1 27. A method for providing information regarding a product, comprising:  
2 establishing a location for information regarding a person;  
3 allowing said person to partition access to said information;  
4 receiving a request to provide access to a portion of said information to a party;  
5 and  
6 providing access to said portion of said information by said party if such access is  
7 authorized.

1 28. The method of claim 27, wherein said establishing a location for information  
2 regarding a person includes at least one of the following:  
3 establishing a Web page that includes said information;  
4 determining a link to a Web page that includes said information;  
5 establishing a secure database that includes said information; and  
6 establishing a telephone number with which said information can be retrieved.

1 29. The method of claim 27, wherein said allowing said person to partition access to  
2 said information includes at least one of the following:  
3 allowing said person to control access to all of said information;  
4 allowing said person to allow access by another party to a portion of said  
5 information during a time period established by said person;  
6 allowing said person to allow access to a portion of said information by a service  
7 provider;  
8 allowing said person to allow access to a first portion of said information by a  
9 first server provider and a second portion of said information by a second server provider;  
10 allowing said person to allow access to a first portion of said information by a  
11 first server provider and a second portion of said information by a second server provider,  
12 wherein said first server provider does not have access to said second portion of  
13 information and said second service provider does not have access to said first portion of  
14 information; and  
15 allowing said person to provide access to at least two distinct portions of  
16 said information to a respective at least two other parties.

1 30. The method of claim 27, wherein said allowing said person to partition access to  
2 said information includes at least one of the following:  
3 allowing said person to grant an ability to at least one other person to access said  
4 information;

5 allowing said person to grant an ability to at least one other person to read said  
6 information;  
7 allowing said person to grant an ability to at least one other person to update said  
8 information; and  
9 allowing said person to grant an ability to at least one other person to add new  
10 information.

1 31. The method of claim 27, wherein said receiving a request to provide access to a  
2 portion of said information to a party includes at least one of the following:  
3 receiving an electronic communication containing said request;  
4 receiving said request from said person; and  
5 receiving said request from said party.

1 32. The method of claim 27, wherein said providing access to said portion of said  
2 information by said party if such access is authorized includes at least one of the  
3 following:  
4 allowing said party to retrieve said portion of information;  
5 allowing said party to update said portion of information; and  
6 sending said portion of information to said party.

1 33. The method of claim 27, further comprising:  
2 providing a notification to said person when access to any portion of said  
3 information is granted.

1 34. The method of claim 27, further comprising:  
2 determining if said party is authorized to access said portion of said information.

1 35. The method of claim 27, wherein said request includes at least one of the  
2 following:



3 an identifier associated with said person;  
4 an identifier associated with said portion of information;  
5 an identifier associated with said party;  
6 a password that allows access to said portion of information;  
7 a password that allows access to said location; and  
8 a URL.

1 36. A system for providing information regarding a product, comprising:  
2 a memory;  
3 a communication port; and  
4 a processor connected to said memory and said communication port, said  
5 processor being operative to:  
6 determine an address for a location where information regarding a product  
7 is available;  
8 provide data indicative of said address to an entity that can provide said  
9 product;  
10 receive information regarding a recipient of said product; and  
11 update said information regarding said product based, at least in part, on  
12 said information regarding a recipient.

1 37. A computer program product in a computer readable medium for providing  
2 information regarding a product, comprising:  
3 first instructions for identifying an address for a location where information  
4 regarding a product is available;  
5 second instructions for sending a notification indicative of said address to an  
6 entity that can provide said product;  
7 third instructions for obtaining information regarding a recipient of said product;  
8 and

9            fourth instructions for revising said information regarding said product based, at  
10    least in part, on said information regarding a recipient.

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